

Facts about Tile

THINGS EVERY HOME OWNER WANTS TO KNOW



BUILDING a new home, or modernizing an old one is an adventure in which you find the romantic and the practical are pretty well mingled. To see your "home," take form and shape in specifications and blue prints is fascinating. But then comes the question, "What will it cost?" And you may have to get very practical and modify here or compromise there to "meet the budget."

Don't let this discourage you. After all, a home is practical; and few people ever planned one without going through your experience. When this time comes, weigh carefully any substitutes for the materials of known quality which you really want. For there are some things you just can't afford to cut, and lower "prices" often bounce back again and again—each time loaded with additional "costs" for upkeep, repairs or replacements.

To help you make your plans, and to assist you over these discouraging "bumps," is why this book on Tile was written. It will probably recall to you many things you've always known about Tile—for Tile is no new and untried material. It will, we think, give you new ideas about Tile—new thoughts on design and application. And we hope it will convince you that Tile will not only give you lasting beauty, service and satisfaction, but will do so less expensively than anything else you might have thought of using. For with Tile the "price" you pay is your total "cost." No matter how long you use it, you need never replace it, and there are no ever recurring bills for refinishing, re-decorating or upkeep.

(Illustration on page 1.) Here colors and designs in Tile add lasting beauty and attractiveness, with the assurance that water, dirt and wear and tear can cause no damage.



THE STORY OF TILE

If you are at all like most home owners, you can picture just what you want your home to be long before any plans or specifications are ever drawn. Perhaps you've kept illustrations of fireplaces, stairways, bathrooms and game rooms which were particularly pleasing to you. You also have very definite ideas about the good points, and the shortcomings, of the homes you've visited—a well lighted living room with ample wall space, an attractive sunporch, an awkward hallway, or a poorly planned kitchen.

Have you ever noticed how many homes have Tile in them? How attractively its colors and designs set off the fittings and furnishings of a room? How effectively Tile becomes a part of the plan of decoration and how it gives an air of refinement, luxury and durability? Maybe you've also noticed how often you find Tile walls and floors in rooms which are used the most and get the greatest wear and tear, and in places where the height of cleanliness is unconsciously the first requirement.

It may have been used in bathrooms and kitchens, where unaffected by soap, water, steam and grease, its enduring beauty gave an air of attractiveness and a sure feeling of

durability and cleanliness. It may have been in an entry, a vestibule or a front hall where its pleasing colors and patterns remained unmarred by wet and muddy feet. Perhaps you found it in a basement laundry or game room and saw how effectively it prevents the ravages of outside moisture—so damaging to many walls and floors below ground level.

If you ask any of these home owners about their Tile walls and floors, you'll understand why it is so widely used in American homes. For Tile always keeps its original color and brightness, undimmed and untarnished, as long as your home will stand. A simple wiping with a damp cloth takes off all normal household dust or grime and leaves your walls and floors spotlessly clean. Tile stands up under wear and tear, too, without any special care or attention on your part, and needs no periodic waxing, polishing or other finish to protect and beautify it. In fact it costs you nothing to own Tile walls and floors; for once they are installed, they neither require nor demand any further expense.

These home owners might have told you that they selected Tile for their homes because of its wide range of colors and finishes, its flexibility in design and its adaptability to

Note how the skillful combination of Tile sizes and colors, the use of lines and wider strips creates a bathroom to delight the heart of those who would "go modern."

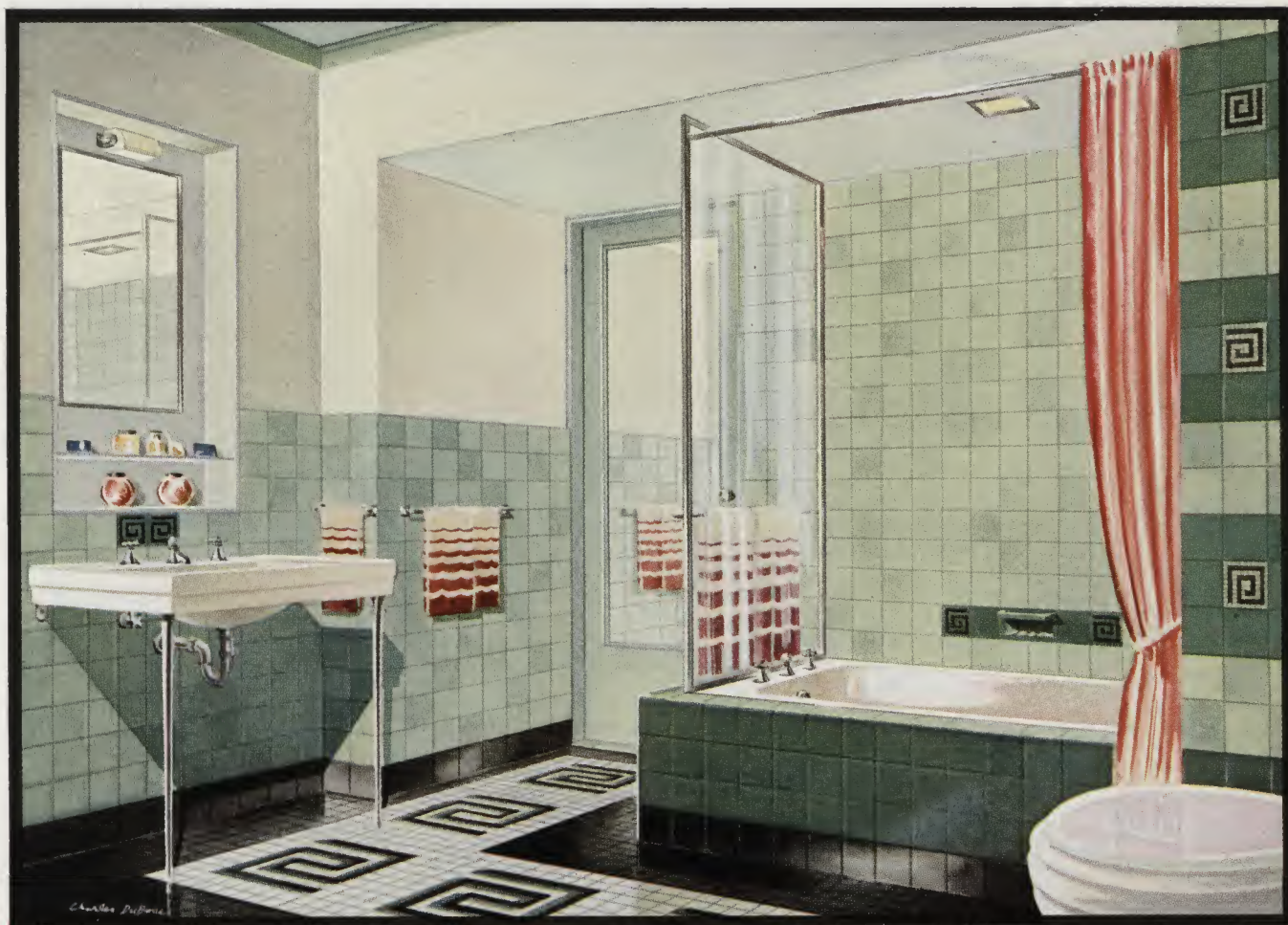


any style of architecture and decoration. For the facility with which Tile can be used to express the ideas of the home owner or designer is unsurpassed.

You are never limited in your choice by stock patterns and stock designs, but are free to create and to express your own originality when you select Tile for your walls and floors. For so great is the variety in shapes, sizes, colors and textures that practically any treatment you may want can be executed in standard Tiles.

Perhaps you may want some panels or murals of special scenes,—birds, flowers, trees, boats, etc. These too can be made

Attractive in its simplicity yet striking in execution is this more conservative treatment for a smaller bathroom. Note the echo of the floor pattern in the wall and over the tub.



to your order in Tile with all the detail of the original drawing in colors which cannot fade and will not grow dim or tarnish.

Once you know the story of Tile and its development, it will be easy to understand why all these things are true and why Tile has often been called "The wall and floor finish by which all others are judged."

We probably will never know when man first discovered that by burning clay he could make not only pottery, but also materials with which he could build and decorate, for ceramics are among the earliest of man-made products. Certainly this art was known to the early Pharaohs, for we have all read of the

*The cleanliness and efficiency of small modern kitchens demand the efficiency of Tile walls and floors.
Designs and coloring can be as modern as their equipment, too.*



trials of the captive Hebrews in making "bricks without straw." We know that the palaces of Nebuchadnezzar in Babylonia had burned clay floors and pavements of exquisite beauty and coloring.

Persia appears to have been the country where the ceramic arts really developed, for we find today in the ruins of palaces built by Darius I and Xerxes I, beautifully decorated pieces of Tile which were used for floors and for wall facings. Here, too, the Saracens learned the art and brought it Westward along the Mediterranean to Spain, whence it spread through Western Europe.

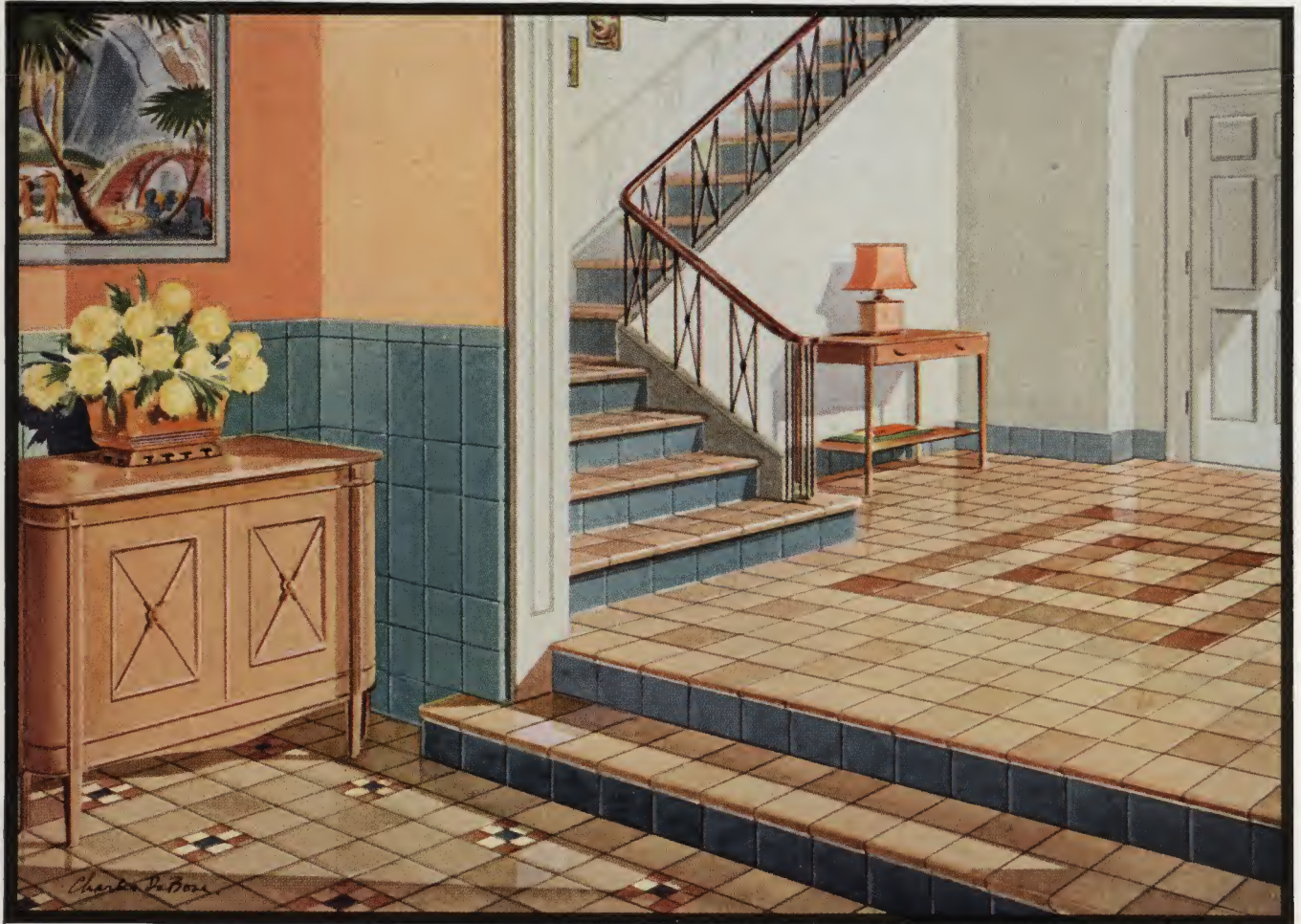
A bit of old Holland recaptured through floors, walls and gay inserts of spotless Tile makes a delightful old world setting for modern kitchen equipment.



Ceramists and potters through the middle ages contributed greatly to the development of Tile. Many of these are recognized today through names which are common to the Tile industry. "Faience," is a hand made, hand decorated Tile which recalls the village of Faenza, Italy, where potters made a Tile much after the fashion of the ancient Persians. "Delft" is the name given to a Dutch Tile of white glazed background with native designs in strong blues—originally made in and around Delft, Holland.

It is equally interesting to follow the uses and applications of Tile during its development, and to notice the way in which

Where first impressions of a home are formed. Here, unharmed by wet or muddy feet, the attractive colors and designs of Tile say "warm welcome and refinement" to your guests.



they reveal the unusual combination of intensely practical qualities with unlimited flexibility as a medium of decoration. The earliest uses of Tile were primarily decorative, yet these serve equally well as demonstrations of durability. The colors and designs of these "rediscovered" Tile are as clear and brilliant today as when they first graced some early emperor's palace. In contrast, you only have to think back to the stark practicality of gleaming white bathrooms or of corridors and washrooms in industrial buildings where beauty was of no consideration.

It is no wonder that a material, which combines in itself

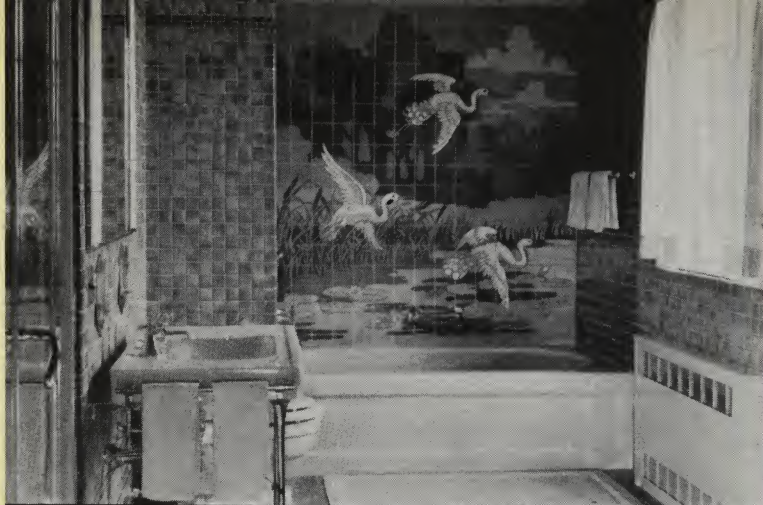
That Tile in its simplicity of form and beauty of texture and coloring meets the demands of modern design is exemplified by its admirable use in this modern dining room.



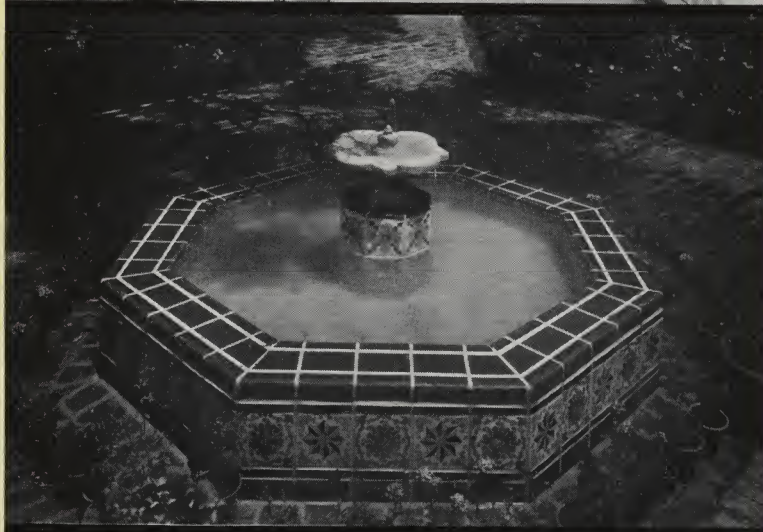
these two extremes—beauty and serviceability—should have won such a place in construction. Particularly when these qualities have been demonstrated so thoroughly by centuries of use in practically every style of architecture and in every climate.

It remained for research and manufacturing skill working from this background, to produce modern Association Tile as we know it today. Clays are refined and treated as never before. Glazes and colorings are more skillfully mixed and blended. We now know how to use temperatures unknown a few centuries ago, and how to control all these factors to make a Tile better than ever before. Yet with all these advances and improve-

The acme of luxurious decoration — a mural or panel recapturing all the colors of the artist's painting in unfading Tile.



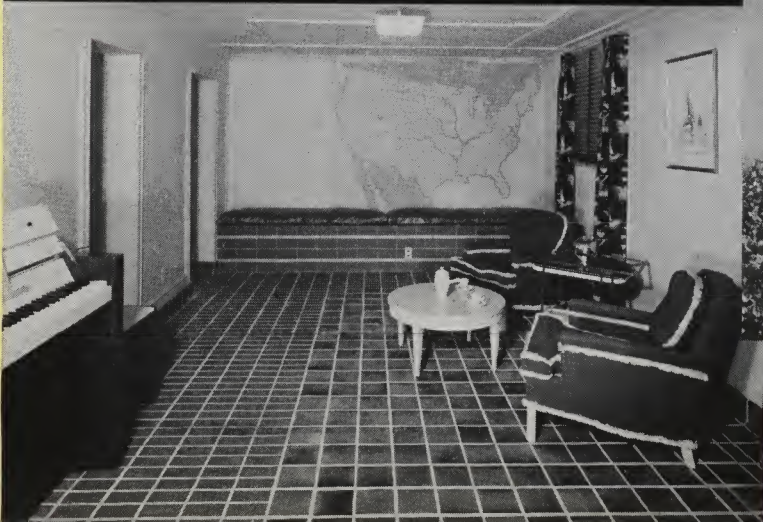
What nook or formal garden is not more inviting for its fountain pool, Tiled as simply or elaborately as you may desire?



Bright water-proof easily cleaned walls and floors of Tile lighten the burden of wash day drudgery.



The ideal floor for basement game rooms. No worries about moisture from without or fear of damage from games, parties and dances within. Note the Tile mural—a map of the United States.



FOR BEAUTY AND DURABILITY

Tile fits in many homes from modest to stately

On this page you will find many other examples demonstrating its adaptability in bringing of better home life from laundry to outdoor garden. Tile is the visible sign of careful tile selection, your first requirement, or strict utility.



Proof against storms and sunshades to the attractiveness.

Y, SERVICE ORATION

*a place in every
est cottages to
ansions.*

find illustrated some
ys in which Tile has
stability to the build-
es. From basement
ool; from a ceramic
ome of Tomorrow,"
dence of quality and
ty planning whether
t be beauty, decora-



*Doubly enjoyable when the
logs burn bright, a hearth and
fireplace of Tile adds the
crowning touch to any home.*



*Tiled in gleaming white, or
in colors and designs if you
prefer, your swimming pool
is always inviting—and im-
maculately sanitary.*



*The richness and beauty of
Spanish homes owe much to
their lavish use of Tile.*



*The rich blue Tile facing adds much
to this small modern home.*



*Tile in the entrance to the
"Motor Home, Town of To-
morrow, New York World's
Fair." Selected for its beauty,
durability, ease of cleaning
and general adaptability to
modern design.*

An ideal outdoor floor—for Tile needs no upkeep and is not affected by sand, wind, rain, snow or sun. A perfect setting for any color scheme in furniture and decorations.



ments, modern Tile is less costly too. Formerly, none but emperors and kings could use it; but today Tile finds a place in every home, no matter what its size or cost.

From the illustrations in this book you may find just the colors and designs you would like to have in your own home—in your hall, your porch, your bath or your kitchen. They are not made of special Tile, but they indicate what a variety of effects can be created by using standard Tile in standard colors. But if you prefer other colors—other combinations and designs—Tile can still serve, and give you beauty and costless efficiency which will last as long as your home stands.

Is Tile Really Expensive?

It's easy to understand why Tile might be considered expensive. The idea of high cost is so unconsciously associated with the finer quality materials which all of us would like to have in our homes, that many are prone to accept it without further investigations. But how often this thought is proved to be a fallacy.

We could write pages about the advantages of Tile. We could point out that the price of the original job will be your only expense, that there are no recurring charges for upkeep, repairs or replacements, and that it really *costs you nothing* to own Tile walls and floors. We could tell you that Tile will always stay bright and untarnished as long as your home stands without any special attention on your part. We could explain that centuries of use have proved that Tile is not expensive—

—But we invite you to prove it to yourself by making this simple test. Have your architect or builder get *actual bids* for finishing the bathroom in your home in Tile and in any other wall and floor finish you may have in mind. To be sure that all conditions are equal, these bids must include “everything from the studs and joists out.” In other words, include all preliminary labor and materials for the plastering or boarding required before the other finishing materials can be applied (costs which might otherwise be overlooked, but which you have to pay for anyway). To make the test complete, include also the furnishing and installing of all fixtures, such as towel bars, medicine cabinets, soap dishes, etc., and all painting, waxing or other finish required to complete the job ready for your use.

When you compare these figures, don't be surprised if the *price* for Tile is higher. (The difference will probably be much less than you thought.)

Then take the next step and figure the *cost* of your Tile walls and floors, for, let's say twenty years—the time covered by most residential mortgages. For today, after making your down payment, you really “buy your entire house by the month like rent” and only upkeep, repairs and replacements are paid for as individual items.

Divide the difference between these two bids by 240 to find the monthly cost of your Tile bath over twenty years. Then ask your architect to help you calculate whether, for this small monthly sum you could take care of the costs of these two items:

1—The necessary periodic upkeep of the other material—waxing, polishing, scraping, varnishing, painting, etc. (which you will not have with Tile), and

2—The number of replacement installations you will probably have to have during this same twenty-year period.

And remember that at the end of these twenty years your Tile floor and walls will still be as good as new.

Disregarding all its beauty, color, charm, and decorative features, Tile can and does justify its initial cost over any reasonable period of years on its cost-less service alone. If it did not it would never be used so extensively by industry and by the government even in projects where first costs —“prices”—must be kept to an absolutely inelastic budget.

If you are building for a few years only, don't consider Tile or any other durable material. But if you are building your home to last, either for your family or for a later sale to some one else, Tile has a definite place in it judged by any standard of beauty, of efficiency or of economy.

THE real cost of your walls and floors lies in the answers to these questions.

Total price of first installation?

Normal expected length of service?

Cost of removing and replacing?

Length of time required?

Cost of cleaning up afterwards?

Cost of waxing, polishing, etc.?

How often required?

Designing and Decorating with Tile

To anyone not a designer or decorator, it will probably sound absurd to say that Tile is a flexible medium. Yet this is absolutely true, for a skillful designer can take those rigid units of burned clay and with them create practically any effect desired. That is one of the characteristics of Tile which has led to its wide use as a design and decorating tool and has demonstrated its adaptability to every style of architecture since the earliest days of recorded history.

This will be better understood when you stop to think what a versatile material Tile really is. Sizes running from $\frac{1}{2}$ inch to 12 inches; shapes including squares, rectangles, triangles, hexagons and pentagons; finishes and textures from high gloss to rough and granular surfaces; colors and tints both clear and blended which cover the full scale of the spectrum and include black and white, not to mention decorative inserts, plaques and mouldings beyond number.

For floor treatments you may wish to use some of the many stock patterns which have been developed over a long period of years to a point where each has its own character and individuality. Colors are interchangeable of course, and the sizes of Tile can also be varied. Your Tile Contractor will be glad to show you these and to help you and your designer achieve special effects such as circulation lines and feature strips and spots of interest. He will also help you design an entirely new and individual floor if you prefer.

The requirements for wall treatments in glazed Tile are so varied that stock patterns for an entire room are not available. Your Tile Contractor will be glad to show you sample panels picturing varied combinations of wall colors and sizes with base, cap and feature strips, and to make up for you other combinations from his sample stock. It is so easy to get the character and individuality you want by using different sizes of Tile and by varying the color and loca-

tion of strips and ornaments to meet the requirements of any particular room. The unlimited possibility of Tile design will be more readily understood when you see the many colors, shapes and sizes available for your choice.

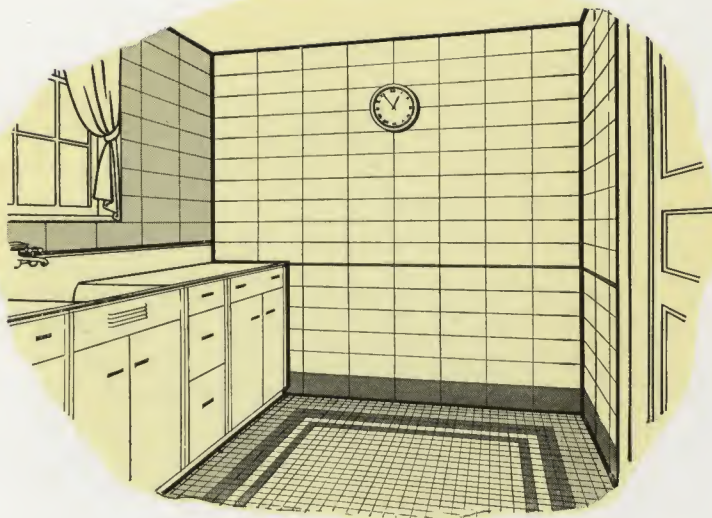
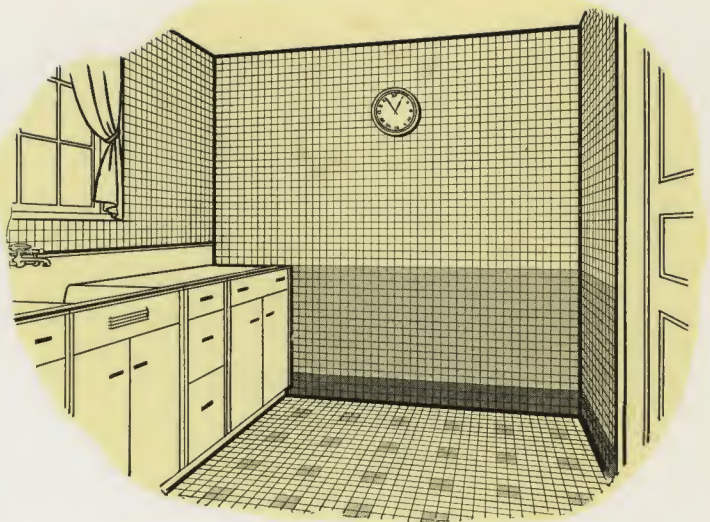
You will find much to interest you in the decorative inserts of Tile showing flowers, birds, characters from fairy tales and history, fish, boats, sports, etc. In fact, inserts can be chosen from stock to fit any room in your home. Panels for special points of interest such as a recess back of a bathtub, a wall niche, or a fountain can always be specially prepared if no stock decorations are suitable. Any design that you wish can be made directly from the drawings prepared by your architect or designer, with all the detail and coloring of the original accurately reproduced in unfading Tile.

If you will now look back at the illustrations on pages 1 to 12 you will see how readily Tile adapts itself to the expression of the designer's ideas. We will not go into the reasons for the treatments selected, nor the problems of shape, scale, location and contour which were so simply and pleasingly solved with Tile. If you are a designer, you know them already; if you are not, you would do well to trust to your architect's skill and knowledge.

On the facing page we give you three examples of how Tile can be used to create different effects depending upon the desires of the owner and designer. If you study these rooms closely you will find they are exactly the same in height, width and length, but your first impression is that they "look different."

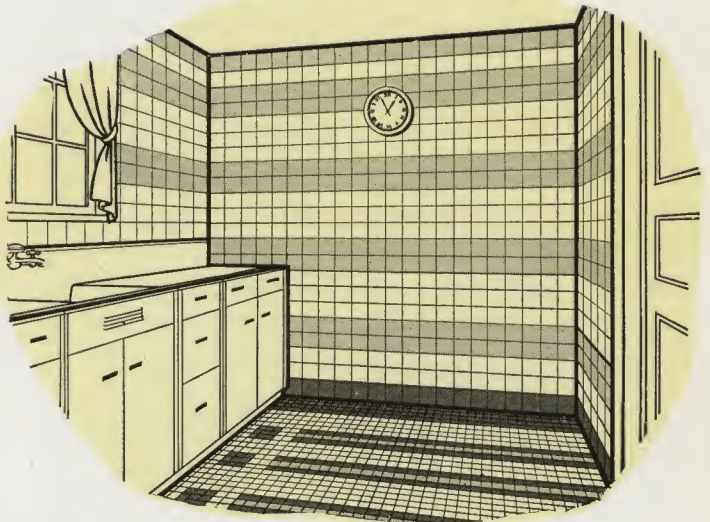
These examples are not just a trick of optical illusion, nor should they be considered as recommended designs. They are rather a demonstration of the use of Tile in well established principles of design—a visualization of Tile's flexibility—and an indication of its complete adaptability.

(Right) Note how the use of small tiles, a uniform subdued floor pattern with no border or traffic lines and no pronounced horizontal bands on the wall give this kitchen a roomy appearance in width, height, and length. This feeling can be increased by the use of light colors on both walls and floors. A good basic idea for small rooms.



(Left) To make a large room appear more compact and cozy, use large tile sizes on the wall and a pronounced border on the floor. The use of darker colors on walls and floor will accentuate this effect. Note particularly the use of dark tile on the window wall. If the ceiling is very high, a dark strip can be added at the top of the wall. Usually the small table height band is sufficient.

(Right) Here pronounced horizontal wall bands and traffic lines in the floor, give a feeling of width and a lowering of the ceiling. An excellent method of treatment for small rooms with high ceilings. Color should be used according to room dimensions, and accent strips in contrasting hues will often assist materially in reaching the desired effect.



Your Questions Answered

As you have read this story of Tile, it is only natural that many questions will have come to your mind—questions about its applications to your home. “Can I get the colors and designs I want? Will Tile ‘fit’ my home architecturally? Is Tile modern? Will it fit my budget? Where can I see what Modern Tile looks like?”

The answers to these and many other ques-

tions have been collected here to help you and other home builders. They are based upon scientific facts and the knowledge and experience of architects and home builders in every land and every age. For the story of what Tile is and what it will do, runs like a thread through the story of man’s progress in building better homes for himself and for his family.

QUESTION 1: **What is Tile?**

ANSWER: Tile is a burned clay product—one of the oldest building materials known to man—which is used for interior and exterior finish, usually on walls and floors, and for decoration.

In its manufacture, clays or other ceramic materials are first formed into the familiar thin squares, oblongs, triangles, etc., and then burned for hours at temperatures over 2000°F. This firing fuses the clays into dense, homogeneous, imperishable “Tile” as we know it today.

Colors are obtained by proper mixing of the clays before firing, or by the use of mineral glazes which fuse under the terrific heat and become an integral part of the tile body.

Tile has been paid the compliment of innumerable imitations, but no material manufactured by other methods can have the durability, color, texture and finish of Real Clay Tile.

QUESTION 2: **Are there different types of Tile, and how will I know which one to use?**

ANSWER: Yes, there are different types of Tile designed to enable home builders and architects to meet varying requirements of design and decoration, varying conditions of use and exposure—and varying budgets.

Experience has dictated certain general use-classifications which will serve as a handy guide. Walls are generally made of glazed Tile—matte or gloss finish—in units varying from 3" x 3" to 6" x 12". Floors are usually of unglazed Tile in large or small units depending upon the design and effect desired. Often very interesting effects can be created by the use of unglazed tile on walls, and by using glazed tile for floor inserts or even for entire floor areas.

QUESTION 3: **What is Association Tile?**

ANSWER: Association Tile is made only by members of The Tile Manufacturers’ Association—see page 20. These manufacturers through their membership in the Association, are engaged collectively in efforts tending to advance the Tile industry, to improve the product and its methods of installation, and to broaden its use and application.

Among these functions is the direction and operation of the Tile Industry Research Bureau in the Department of Ceramics at Rutgers University. Here Tile is being continually studied and tested in its application and adaptability to general and specific service conditions as are mortars, cements, and methods of installation.

The results of such research coupled with modern developments in manufacturing procedure and methods of control have made Association Tile a better product than ever before—more beautiful, more durable and more adaptable.

QUESTION 4: **What colors can I get in Tile?**

ANSWER: It would be hard to think of colors in which Tile is not made. From black to white, they run the full gamut of the color scale, in pastel shades and brilliant tones of single and blended colors. With Tile you find no limits to any color schemes you may wish to create. It’s easy to match fixtures or to create a background for them in blending or contrasting colors.

We urge a visit to the nearest Tile showroom to see these colors for yourself—for words and pictures can never reproduce the true beauty of Real Clay Tile.

QUESTION 5: *Where can I see Tile and find out more about it?*

ANSWER: Tile displays and sample exhibits are maintained by manufacturers, distributors and Tile Contractors throughout the country. In all of these you will find representatives who will be glad to answer your questions and to show you just what Tile really is. In many of these you will also find design and specification departments to help you with your plans for color combinations and designs.

Your architect will know where to refer you, or you will find them listed in the classified telephone directory. Should you have any difficulty in finding what you want, write direct to us or to any of the manufacturers listed on page 20.

QUESTION 6: *How is Tile installed and who will do the work?*

ANSWER: Tiles are "set" in a "bed" of cement mortar which is applied like ordinary plaster. Then the joints between the Tiles are filled—"grouted"—with the same cement, which bonds with the "setting bed" making the whole tiled area a single solid impervious unit.

Tile is actually part of your walls and floors—not just an applied finish. There are no seams to open up, no joints to be covered, no cracks or crevices where dirt can collect, no spaces behind where rot can start or vermin breed.

This work is done by Tile Contractors who are trained in the art of setting tile properly. It is not advisable to entrust Tile work to "jacks of all trades who claim to know how to handle mortar and cement" for they lack the technique and experience which are the unseen elements of a satisfactory installation.

Your architect will know the nearest Tile Contractors—those who have done Tile work for him on other jobs. You will also find them listed in the classified telephone directory, or you may ask the manufacturer whose tile you have selected if you prefer.

QUESTION 7: *How can I be sure of getting what I want?*

ANSWER: A good Tile job, like a good job of any other quality material, consists of good Tile properly installed.

Be sure that the Tile you select is "Association Tile"—made by any of the companies listed on page No. 20. Insist on Standard Grade only—the designation approved by Tile Manufacturers and by the U. S. Department of Commerce (SPR61-30) for first quality Tile. Standard Grade Tile will be delivered in original containers with the blue "Grade Seals" unbroken; and you will, on request, be given a Grade Certificate signed by the manufacturer and your Tile Contractor as further proof of the high quality of your Tile.

Then select a responsible Tile Contractor—one who handles "Association Tile" and who will be glad to give you names of home owners and architects for whom he has worked. His interest is in seeing that you get what you want at a fair price. He knows his business and takes pride in work well done. Association Tile is a quality material which serves you best when coupled with quality workmanship.

QUESTION 8: *What care does Tile require?*

ANSWER: To keep your Tile walls and floors bright and colorful requires no special care at all—no waxing, no lacquering, no periodic polishing. It is seldom necessary to do more than wipe off the normal household dust, dirt and grime with a damp cloth. When washing is required, use the same soap or cleaning agent you would use for your bath tub or kitchen sink.

Tile floors are sometimes waxed and polished to augment the richness and warmth of their coloring. This is done for appearance only and does not contribute to longer wear. As the wax wears off it must be renewed as would be the case with any other floor similarly finished.

QUESTION 9: *Will Tile colors fade?*

ANSWER: Since color in Tile is not an applied finish but is actually part of the product,—burned in during manufacture,—Tile colors cannot fade. They will always remain as true, clear and bright as when the Tile is first put in your home. This unique characteristic explains why old Persian, Egyptian and Moorish Tile, though made and used centuries ago, still have their original color and attractiveness today.

QUESTION 10: *Are Tile walls and floors sanitary and can they be easily cleaned?*

ANSWER: These are two of the outstanding characteristics of Tile which appeal so strongly to the practical side of home builders. The wide use of Tile in hospitals, particularly in operating rooms, kitchens and toilet areas is ample proof of this. If you want to know why, see the answers to questions 1, 6, 8 and 11.

QUESTION 11: *Will Tile stain?*

ANSWER: That's one thing you won't have to worry about with your Tile walls and floors. Fruit or vegetable juices, hot grease, medicines, spilled "drinks" and even cigarettes leave no permanent mark on Tile. Anything spilled should, of course, be wiped up with a damp cloth before it has time to dry and harden. If this has happened, just use the same cleaning agent you use for your bath tub or kitchen sink. It's seldom necessary to do more, and you always have the assurance that there will be no lasting damage.

QUESTION 12: *Will dirt collect in the joints between Tiles and spoil the appearance of my walls and floors?*

ANSWER: Any accumulation of dust and dirt, if allowed to remain, might possibly darken the grouting between the Tile. But no housewife would ever allow this to happen in her home. Ordinary household cleanliness would remove any such dirt before it had a chance to accumulate and become unsightly. The normal "aging" of the joints is so gradual and uniform that it is never noticed.

QUESTION 13: *Are Tile floors slippery?*

ANSWER: Since Tile floors are made of many relatively small units with cement joints between them, there is much less danger of slipping than on a smooth unbroken surface. Though any floor will be more slippery wet than dry, even wet Tile gives a more sure footed surface by comparison. For particularly severe conditions, seldom found in residential Tile work, special carborundum non-skid Tile is recommended.

QUESTION 14: *I have heard that Tile is brittle and liable to crack. Is that true?*

ANSWER: If you ever saw men tearing out Tile from an old building that is being demolished, you

would not have many worries on this score. It takes a strong man with a heavy hammer to crack a Tile wall or floor that is properly installed—treatment which would ruin anything else as well. The individual Tiles are so completely embedded in the "setting-bed" that you have to crack the entire wall structure to smash them.

QUESTION 15: *Do Tile ever come loose and fall out?*

ANSWER: Tiles properly applied will never come out. If ever they do, it's a clear case of faulty workmanship or of faulty construction, and neither of these do you need to have in your home. Improper workmanship can spoil an installation of good tile, just as it will spoil good roofing, a good heating plant, good plumbing, etc.

We suggest you read again the answer to question 7 and apply this principle not only to Tile but to everything else that goes into your home.

QUESTION 16: *I've heard that Tile is not modern. Is this true?*

ANSWER: If by this you mean that Tile is not a new material, a development of our 20th Century of Progress, you are absolutely correct. And by the same standard wood, brick, slate, steel, copper, paint, and practically every basic material used to make a house is not modern.

But if you mean that you can't "be modern" with Tile, that is another story. Being "modern" is really creating simplicity in design with efficiency in arrangement through the use of materials which combine these two characteristics. "Functional designing" some call it; meaning that a home should be both attractive and liveable in the true sense of our modern conveniences.

Few, if any, materials are more simple and more efficient than Tile. Inherently it meets the most rigid requirements for walls and floors; and squares, rectangles and triangles are certainly the simplest and most modern forms from the designer's viewpoint. When these shapes are also available in such a variety of sizes and in an almost unlimited range of colors, textures and finishes, the creator of modern homes finds that tile places few if any restrictions on his art. In fact, Tile gives him a flexibility which does not hamper, but rather aids his work.

For Those Who Wish to Modernize

Because you may prefer remodeling or modernizing some existing home to building a new one, do not feel that you too cannot use Tile. Actually it's just as simple to install Tile in an existing building as in a new one, and there is no reason why you must forego its advantages in favor of some substitute. This has been amply demonstrated in thousands of homes throughout the country.

Just how much work is entailed depends upon the extent of your modernizing plans and upon the condition of the present walls, floors and substructure—the joists and studs. Where the location of fixtures is not changed, as was the case in the bathroom illustrated on this page, it is seldom necessary to rip out any of the old walls and floors: as a base for your new Tile walls, metal lath is nailed through to the studs without removing the present wall finish. Next comes a bed of Tile mortar (which is moist and makes no dust) into which the Tiles are "set." Then the joints are filled or "grouted" to make the entire surface smooth and waterproof.

Your new Tile floors are laid right over the old wood or cement in a newly perfected mastic thin setting bed—a recent development of the Tile Industry Research Bureau. This new method of laying Tile floors eliminates the old objections

of excess weight and of difference in floor levels in adjoining rooms. If you are now living in your home there is no reason why the rest of the house need be disturbed. The door to the room you are tiling will be shut and all materials needed are brought in through the window.

Once you have modernized with Tile, you will never have to do the job again. For Tile does not wear out and needs no repairs or replacements. Not only will you have Tile walls and floors which are just as efficient, just as economical and just as durable as if your home were newly built; but in Tile you have a material which will enable you to recapture or recreate all the charm and atmosphere of the original, if that is your desire. For Tile has long ago proved its adaptability to any style or

type of architecture from the viewpoint of design and decoration; and its record for durability, ease of cleaning, absolute sanitation, and service without maintenance, has long been known to all.



Typical of the transformation Tile can make in any home. A new bathroom—bright, spotless and inviting—built right into the old one which never looked clean no matter how hard or often you scrubbed it.

Consult Your Tile Contractor

Doubtless you have several other questions in your mind about Tile and its possible application to your home which you would like to talk over with some one who could answer them for you and at the same time give you definite figures on price.

For this we take pleasure in referring you to your local Tile Contractor—the man who handles and installs Association Tile. There is hardly a city in the country where you will not find one. If your architect does not know who he is, you will find him in the classified telephone directory—or his name may be upon the back cover of this book. These Tile contractors are there to help you. Their knowledge and experience in Tile work of all kinds is at your disposal no matter how large or how small may be your requirements.

From their displays or sample stock they will show you the range of colors, sizes and textures of Tile, and will help you and your architect or designer select the combinations and patterns which will best fit your home.

They will also advise you on the proper type of Tile to use in different places. For their interest is in seeing that your home is finished as you want it, and that the Tile you select is correct for the conditions of use and exposure.

These are the men who will install your Tile, too, for setting Tile properly is an art as well as a trade. Their technique and training—the result of years of experience—are your assurance that the finished job will be correct in every detail. Like all real artisans they take pride in work well done, and in seeing that you get what you want at a fair price.

For after all there are only two points to consider when you buy Tile work: select a responsible Tile Contractor, and insist on Standard Grade Association Tile.

Should you or your architect find any difficulty in getting the information you desire, we invite you to write either to The Tile Manufacturers' Association or to any of our manufacturing members listed below.

THE TILE MANUFACTURERS' ASSOCIATION, INC.

19 West 44th Street



New York, N. Y.

BE SURE THAT YOUR TILES COME FROM ONE OF THE FOLLOWING FACTORIES

AMERICAN ENCAUSTIC TILING Co., Inc.,
Perth Amboy, N. J.

CARLYLE TILE Co., Ironton, Ohio.

FRANKLIN TILE Co., Lansdale, Penna.

GLADDING, McBEAN Co., 2901 Los Feliz Boulevard, Los Angeles, Calif.

HANLEY COMPANY, Bradford, Pennsylvania.

B. MIFFLIN HOOD BRICK Co., 686 Greenwood Ave., N. E., Atlanta, Ga.

MATAWAN TILE Co., Matawan, New Jersey.

MOSAIC TILE Co., Zanesville, Ohio.

MUELLER MOSAIC Co., Trenton, N. J.

MURRAY TILE Co., Cloverport, Kentucky.

NEWTOWN TILE Co., Trenton, N. J.

OLEAN TILE Co., Olean, New York.

PENN TILE WORKS Co., Aspers, Adams Co., Pa.

THE SPARTA CERAMIC Co., East Sparta, Ohio.

THE STANDARD TILE Co., Zanesville, Ohio.

THE U. S. QUARRY TILE Co., East Sparta, Ohio.

THE WENZEL TILE Co., Trenton, New Jersey.

THE WHEELING TILE Co., Wheeling, W. Virginia.